

Station WPGH-TV PITTSBURGH, PA

Advertiser ( ) POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2427

Buyer AMY MILLS

Phone#

Fax#

Agency ( ) LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2427

Flight Dates 09/12/2012 - 09/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

CRITZ FOR CD-12 NEEDS 20 MIN SEP \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	09/12-09/14	10P-1030P	NEWS	:30	\$695.00	W-F	1	1	1	\$695.00
2	09/12-09/14	6P-630P	BIG BANG	:30	\$495.00	W-F	1	1	1	\$495.00
3	09/12-09/14	630P-7P	2.5 MEN	:30	\$495.00	W-F	2	1	2	\$990.00
4	09/12-09/14	7P-730P	BIG BANG	:30	\$745.00	W-F	1	1	1	\$745.00
5	09/12-09/14	730P-8P	2.5 MEN	:30	\$645.00	W-F	1	1	1	\$645.00
6	09/12-09/14	1P-2P	DIV COURT	:30	\$70.00	W-F	1	1	1	\$70.00
7	09/12-09/14	2P-3P	JUDGE JOE BROWN	:30	\$85.00	W-F	1	1	1	\$85.00

---REPORT TOTALS---

Report Totals: 8 / \$3,725.00

---SALES MONTHLY TOTALS---

Sep 12: 8 / \$3,725.00  
Sales Totals: 8 / \$3,725.00

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Station Totals: 8 / \$3,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$62,083	CABL	0%	KDKA	32%	UNKN	0%	WPCW	2%	WPGH	6%
		WPMY	0%	WPXI	35%	WTAE	25%				

---COMPETITIVE COMMENTS---

SHARES EST

Books null

Demos RA35+